

# Pet Owners Database

**Total Universe: 32,539,475**

**Base Rate: \$65/M**

## Description Summary

Owning a pet enhances the lives of millions of consumers. Whether it be a dog, cat, bird, gerbil, bunny, or any other animal, pets bring joy to a huge population of people. Pet owners are committed to keeping their pets happy and healthy, which prompts them to purchase grooming services, toys, food, accessories, furniture, and much more. This targeted pet owners list is compiled from a variety of sources, including catalogs, internet sources, stores, magazines, and more. Animals require a lot of attention, so targeting these pet owners gives you access to people who are dedicated to taking care of their pets.

## How Our Data Is Compiled

Our Pet Owners Database is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- Approximately 44% of all households in the United States have a dog, and 35% have a cat
- Americans spend approximately \$5 billion on holiday presents for their pets

## Recommended Usage

Marketing to pet owners would be useful for pet stores, grooming companies, pet food companies, toy companies, pet apparel companies carpet and furniture cleaning, exterminators and veterinary services, and much more. This Pet Owners Database can be used for direct marketing to help businesses looking to make contact with animal lovers.

## Popular Selections (for additional selections please inquire)

Age	Income	Presence of Pets
Gender	Occupation	Buying Habits
Geography	Marital Status	Hobbies
Lifestyle	Presence of Children	Phone

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

### Market Type

U.S. Consumers

### List Channels

Postal, Email & Telemarketing

### Source

Self-Reported

### Geography

Domestic U.S.

### Output Options

Electronic, Printed

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners